

Your Advertisement

Should be on this page if you make anything in El Paso. For space, phone 2020 and ask for Advertising Manager.

Buy your Butter from the Shop.

"Where Quality and Cleanliness Reign Supreme."

THE GOLDEN COW BUTTER SHOP

200 Mesa Ave., Next to Kress



WE MANUFACTURE AND REPAIR THEM ALL.
E. T. AMONETT
600-2 TEXAS ST. EL PASO

If It Is "Made In El Paso" You Will Find It Here

EL PASO TRUNK FACTORY

Established 17 Years.



WE MANUFACTURE ALL STYLES OF TRUNKS, SAMPLE CASES AND SMALL LEATHER GOODS.

We also repair and exchange Trunks and Traveling Goods.

EL PASO TRUNK FACTORY

Opposite Post Office. Across Plaza.
Next to Crawford Theatre.—Tel. 1054.
Carrying Cases "Made to Order in El Paso."

Consumers Ice and Cold

Storage Co.

Buy

Successors to

RIO GRANDE ICE & FUEL CO.

GLENN BROOM MFG. CO., Inc.

El Paso, Texas

The LARGEST and best equipped broom factory in the West—AND STILL GROWING.
"There's a reason. "Made in El Paso"
Brooms are the best your money can buy.

FURNITURE REPAIRING

We have just installed the latest improved machinery for cleaning and weaving rugs.

R. L. DANIEL FURNITURE AND MATTRESS FACTORY

706 Texas St. Phone 1025-1070

MATTRESSES

Wholesale and Retail
We Renovate Old Mattresses and Make Them Like New

We have just installed the latest improved machinery for cleaning and weaving rugs.

CLARKE MATTRESS AND RUG CO.

Phone 1025-1070-417
2212 MYRTLE AVE.

Everyone should have in the home a case of BRAVO, "The Drink Supreme," and keep a number of bottles on ice ready to serve your friends when they call.
BRAVO is delicious, especially when served with luncheon. Order a case today! Just phone 4800.

BRAVO

The Drink Supreme

BRAVO is a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps.

El Paso Brewing Association

Phone 4800.

El Paso, Texas.

Send Us Your Blankets And Quilts



Just step to your phone and call 2177 and our wagon will call for your quilts and blankets. Or, if you live outside of El Paso, just send them to us by Parcel Post. Our modern equipment and careful service insure your blankets being returned to you thoroughly cleaned and ready for service.

Elite Laundry, El Paso, Texas

The Home of Spick and Span.

Phone 2177.



Flowers "Grown in El Paso" at

POTTER

Floral and Confectionery Co.
Mills Bldg.
El Paso's Flowerphone 8100.

MR. HOOVER WILL TELL YOU—
"The Housewives of El Paso can assist in the winning of the war by purchasing "Made in El Paso" Products. By so doing they will assist in relieving freight congestion and will also increase this city's prosperity."

PURITY BAKING CO.

BUY WAR SAVING STAMPS

LOOK, WHAT WE MANUFACTURE IN LEATHER

For the Horse—Saddles, bridles and head-stalls.
For the Man—We manufacture leather puttees, gun cases, cartridge belts, hat straps, spur straps, kodak cases, leather belts, cow-boy chaps.

Special attention given to outfit town orders.

SHELTON PAYNE ARMS COMPANY

Headquarters for Sport Goods. 217 Texas St.

Use—

Globe Mills Flour and Corn Meal and help the Southwest grow.
In what other section are you interested?

GLOBE MILLS

El Paso, Texas

FOR TAN, SUNBURN AND ROUGH SKIN

Use Warner's Witch Hazel Cream. "MADE IN EL PASO." This Cream works like magic in clearing up of Tan, Sunburn or Rough skin. Try a bottle—25c for 3 ounce bottle or 50c for an 8 ounce bottle. 2 ounce bottle mailed to any address on receipt of 20 cents.

WARNER DRUG COMPANY

Phone 721 Grandorf Hotel Block

DuSang & Wellborn

Manufacturers of
RUGS, MATTRESSES, CUSHIONS AND SLIP COVERS.
CARPETS cleaned, repaired and laid.
FURNITURE stored, packed and shipped.

PHONE 3999
Established 1910. Retail Only.

Momsen-Dunnegan-Ryan Co.

"MADE IN EL PASO"

Sheet Metal Products, Stock Watering Troughs and Tanks.
Mine Air Pipe, Flues and Ventilators.

Special Pipe Fittings.
Prompt Mail Order Service.

Buy Coffee

"Made in El Paso"
Freshly roasted and delivered daily.
PAN-AMERICAN COFFEE CO.
413 Mesa. Phone 3160.

Hospitality! Convenience! SAVING!

Thousands of families in the counties outlying know from EXPERIENCE the WELCOME they receive when they come to El Paso to TRADE—but El Paso merchants WANT MORE people to TEST THE HOSPITALITY of their town.

No set of BUSINESSMEN were ever more eager or determined to EXTEND ACQUAINTANCE, CREATE GOOD WILL and BUILD UP BUSINESS FOR THEIR HOME TOWN than are the merchants and businessmen of El Paso!

Come over!

Get acquainted!

Deal with El Paso merchants!

NO stranger can COME HERE ONCE without wanting to COME AGAIN!

Hospitality is in the very AIR and the NEIGHBORLY SPIRIT prevails.

ALL KINDS of legitimate business may be transacted in El Paso. There are facilities for PUTTING THROUGH any and every manner of DEAL that you can think of.

El Paso stores are prepared to supply all kinds of merchandise to be found in stores anywhere, whether small orders or in carload lots.

Stocks will be found to be just as fresh and the choices as wide as anybody may care to see—and El Paso's professional men are as competent and will serve you as efficiently as in any other city and at more reasonable PRICES.

El Paso is HOSPITABLE!

El Paso is CONVENIENT!

El Paso will SAVE YOU MONEY!

GET THE EL PASO HABIT!

TRADE IN EL PASO!

(Copyrighted, 1918).

\$10.00 In War Savings Stamps For The Best Slogan For The Fourth Liberty Loan

In order to help advertise the coming Fourth Liberty Loan The Herald will give \$10.00 in War Savings Stamps (two \$5.00 War Savings Stamps) to the person sending in the slogan that the judges decide is best suited to advertising the Fourth Liberty Loan.

RULES OF CONTEST—READ CAREFULLY.

Everyone in the Southwest is eligible, except employees of The Herald and members of their families. Each contestant may send in as many slogans as they like, but write only one slogan on each sheet of paper, together with your name and address. Address all answers to "MADE IN EL PASO" Editor, care of El Paso Herald. Contest closes promptly at 6 o'clock p. m. next Thursday, Sept. 26th, and all slogans must be in The Herald office before that hour. In case of tie the prize will be divided. Decision of judges is to be final. Winner will be announced on this page next Saturday.

LAST WEEK'S WINNER.

Grace Cunningham, 2105 Miles St., El Paso, Texas. The winning slogan: "USE GAS—IT PAYS BIG DIVIDENDS IN COMFORT AND CLEANLINESS." Check will be mailed winner.

La Internacional Cigars



"MADE IN EL PASO" Since 1881



Quality All The Time



The Dixie Mattress

If you have a Dixie Mattress on your bed, abundance of comfort awaits to welcome your tired body. With remarkable ease, its deep springy softness soothes every muscle and limb in your body, calms your nerves and helps nature induce sound, refreshing sleep.

The Dixie Mattress Is Sold By All Good Dealers.

H. NORDWALD & CO. Inc.

Mattress Manufacturers and Wholesale Furniture Jobbers.

The People of El Paso and the Southwest

want to buy "Made in El Paso" Products. If you manufacture a "Made in El Paso" product let the people know it. Make your announcement on this page. For rates phone The Herald 2020 and ask for the advertising manager.



MADE IN EL PASO

"U. S. Inspected Meats."

Peytons Packing Company

El Paso, Texas.

Don't take what you can get! Let us make what you want. Old jewelry made new. Repairing done, too. We make anything from a brooch to a ring.

CURTIS & KING

Manufacturing Jewelers.
115 Texas Street.
"Truth Sells Our Jewelry"

Oh, What a Difference When we clean Your Clothes

Wilson-Millican

The Best Cleaners
The Best Work
The Best Service

What more can you ask? We also clean and block hats. PHONE 4400

BRING

In your old Gold and Jewelry: I will melt it and make beautiful new jewelry of it.

CHAS. A. BERG
Practical Gem Cutter.
200 San Francisco St.

TANKS, CULVERTS, SILOS

"Made in El Paso"

Let us quote you prices.

HILLS, SUTTON & WHITE MFG. CO.

Swanson Says—

You Are Judged

By the company you keep and the clothes you wear! Wear good clothes—you will find that they are much cheaper in the end. In addition you will receive greater comfort and satisfaction and present a better appearance.

Swanson's clothes have been known over the Southwest for a generation as the best that can be bought.

Swanson—The Tailor

1888—"Time Is The Test"—1918

Hotel Sheldon Bldg.

Pioneer Plaza.



President—Ambassador
—Statesman Coffee

C. H. FINLEY COMPANY

510-514 STANTON ST.

PHONE 262-263

"Made in El Paso" Products



PHONE 340.

Pure Milk Saves More Babies

Than any other health measure.

BUY CERTIFIED MILK FOR YOUR BABY

Certified Milk is produced only by the El Paso Dairy Co., under the supervision of the Milk Committee of the El Paso County Medical Association. Ask your doctor.

EL PASO DAIRY CO.

CITY OFFICE: 423 N. OREGON ST.

Fischbein Brothers

MERCHANT TAILORS

2nd Floor City National Bank Bldg.



BUY CLOTHES

"Made in El Paso."

You Keep El Paso Money at Home.

KracKajack S. and S.
(Sotol and Soapweed) cutters are made in El Paso—they save cattle.



Manufactured by KracKajack, Zork & Moye's S.I., El Paso, Texas. Write for full details.

The Texas Tire Co.

Manufacturers of

DOUBLE TREAD TIRES

710 Texas St. Phone 6016

Prices on Double Tread Tires:

20x3	Tire	\$ 7.00
20x3 1/2	Tire	8.00
22x3 1/2	Tire	9.00
32x4	Tire	10.00
32x4	Tire	10.00
34x4	Tire	12.00

Demand "Made in El Paso" Products and help yourself by helping your city grow.

El Paso Sash & Door Co.

ART GLASS

LEADED GLASS, MIRRORS

WOODWORK OF ALL KINDS



EL PASO SASH & DOOR CO.

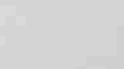
A Hint to Housewives—

Buy Valley Grown Vegetables.
"Made in El Paso" Food Products.

And Cook with Gas!

El Paso Gas Co.

425 No. Oregon St.



AWNINGS AND CURTAINS

Made in El Paso
for residences, stores and office buildings.
"If it is made of Duck or Canvas, we make it."

EL PASO TENT & AWNING COMPANY

129 San Francisco St.
Phone 2044